

HAT TRICK FOR BSH CUSTOMER SERVICE BSH Wins Top Customer Service Award for Third Year Running

For the third successive year, BSH Customer Service has won Domestic & General's coveted Total Excellence and Quality (TEQ) customer service award for its Bosch, Neff, Siemens and Gaggenau home appliance brands.

In the annual independent survey of over 420,000 customers who had an engineer's visit in the last 12 months, an impressive 94.8% rated BSH Customer Service as excellent or good in the white goods manufacturers' category. As a result, BSH took first place once again in 2011, beating all the other major domestic appliance manufacturers in the UK competing for this award.

"Winning the TEQ award for the third time demonstrates our commitment to exceeding our customers' expectations", confirms BSH CEO Michael Steinle, adding: "This is very reassuring for our dealers. It means that when they sell a Bosch, Neff, Siemens or Gaggenau appliance, they can be totally confident that their customers will receive the very best customer service in the industry"

To retain the award for the third successive year, BSH Customer Service has worked hard over the last 12 months to evaluate every aspect of its customers' experience – from initial call or email, to completion of the repair - to ensure that all procedures are further improved, wherever possible.

As a result, 96.6% of customers surveyed by Domestic & General for the TEQ award were satisfied with the repair service offered and over 98% found the BSH engineers tidy, polite, helpful and efficient. In addition, an impressive 80.9% of repairs were completed by BSH on the very first home visit.

"We are immensely proud that the standard of our customer service matches the quality of our home appliances", says BSH Customer Service Director, Bernhard Vocke. "Despite winning this award once again, we will keep on working hard to ensure that our customers continue to get the service they expect – and deserve"

Continues Mr Vocke: *"It's very much a team effort. At BSH Customer Service, we have a culture of continuous improvement. By constantly evaluating our processes, we have been able to build on the last two years' successes and further improve our performance to win the hat trick this year. It's a great achievement for BSH"*

Domestic & General's Service Director Lawrence Harrison says: *"Congratulations to BSH on their wholly deserved success. We know just how hard they work to ensure customers receive the highest possible levels of service and care; their continued commitment to innovation is helping further improve standards across the industry"*

BOSCH AND SIEMENS HOME APPLIANCES GROUP

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